

## **CLAIMS**

What is claimed is:

1. A method for increasing business revenue including:  
a first customer visit;  
payment for services and/or goods received during the first visit;  
payment of an additional sum of money;  
a second customer visit;  
a refund of the additional sum; and  
a predetermined discount for services or goods received during the second customer visit.
2. The method as defined in claim 1 wherein the customer receives proof of payment of the additional sum of money and presents said proof during the second visit.
3. The method as defined in claim 1 wherein a computer processor tracks customer information of the customers participating in the method.
4. The method as defined in claim 1 wherein the business is a restaurant.
5. The method as defined in claim 1 wherein the predetermined discount is based on the amount of the payment for services or goods received during the first visit.
6. The method as defined in claim 1 wherein the additional sum of money is predetermined in the range of \$5.00 to \$25.00.
7. The method as defined in claim 1 wherein the additional sum of money is based on the amount of the payment for services or goods received during the first visit.
8. The method as defined in claim 1 wherein the business retains the additional sum of money when no second customer visit occurs within a pre-defined time limit.

9. The method as defined in claim 1 wherein the additional sum of money is paid during each subsequent visit permitting the customer to receive predetermined discounts on each subsequent visit.

10. The method as defined in claim 9 wherein the predetermined discount increases with the payment of each subsequent additional sum of money.

11. The method as defined in claim 9 wherein the additional sum of money paid decreases during each customer visit.

12. The method as defined in claim 9 wherein the business retains the additional sum of money when no subsequent customer visit occurs within a pre-defined time limit.